



## Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

**Job title:** Alumni Engagement Officer

**Department:** School of Public Policy    **Accountable to:** Department Manager, School of Public Policy

### Job Summary

The purpose of the role is to progressively develop and improve the engagement of the department's alumni with each other, with current students, and with the teaching, research and knowledge exchange work of its faculty. This work takes several forms:

- Development and delivery of alumni events
- Creation and development of personal connections with alumni as a basis for their engagement with departmental work
- Creation of alumni newsletters
- Alumni databases and record-keeping
- Development of improved systems and technology to underpin alumni engagement work and community-building

### Note

This post is substantively based in the LSE School of Public Policy. However, for a one-year trial period, the post-holder will work across both the School of Public Policy and LSE's European Institute, working with each department's alumni community. Depending upon the success of this trial period, the role will either work permanently for both departments or revert to working for the School of Public Policy only. In all circumstances, the post is offered on a permanent basis.

Particular flexibility will be needed for the delivery of events at weekends, evenings and those based overseas, for which international travel is a requirement of the role. Time off in lieu will be offered.

### Duties and Responsibilities

#### Alumni Strategy

- To develop and implement a strategy for engaging with the alumni of the department(s) reflecting and contributing towards its strategic aims and objectives
- To design and deliver a programme of community building for the alumni of the department(s), both in the UK but also in selected overseas locations which are home to clusters of the department's alumni
- To think creatively, and in liaison with academic faculty and incorporating good practice from elsewhere in LSE, about alternative types of alumni engagement that provide intellectual opportunities as well as network-building.



### **Alumni Events**

- To work closely with the Events & Communications Manager and a range of colleagues on the design and delivery of a range of events involving alumni – both in the UK and overseas – that:
  - Build and contribute to the cohesion of the alumni network as a useful professional development tool, and as an enjoyable social network
  - Create links between alumni and current students of the department(s) to assist with students' career planning and job searching
  - Align alumni events with student recruitment
- To work closely with the Events and Communications Manager to design and deliver all aspects of an annual Alumni Symposium for the department(s)
- To facilitate the participation of alumni in other departmental events such as its public events and receptions
- To oversee arrangements for department-led activity on graduation day, including class/cohort photography, speeches and collection of post-study contact details with relevant permissions
- To carry out all routine administration associated with alumni and alumni events, including those taking place outside the UK, attending those events as appropriate
- To assist with the broader events programme of the department(s) as needed in peak periods

### **Alumni Liaison**

- To build up a body of knowledge of alumni jobs and interests to use in planning engagement activities and making personal connections with those most interested in continued engagement
- To develop personalised and warm connections with individual alumni to underpin alumni engagement and community building work
- To identify alumni to be profiled on departmental website(s) to assist in marketing its degrees to new and prospective students
- To ensure all department events and digital engagement activities (e.g. podcasts, blogs) are publicised to alumni
- To work closely with programme management and student engagement colleagues, and with LSE's Advancement Division, to ensure a joined-up, comprehensive and inclusive approach to alumni engagement

### **Alumni Communications**

- To write, edit and produce a regular alumni newsletter
- To lead on the writing and production of alumni newsletters, brochures and external stories
- To ensure, in conjunction with the Events and Communications Manager, that alumni news and developments of interest are promoted effectively through social media
- To maintain the departmental alumni webpage(s).
- To respond promptly and positively to correspondence
- To identify and record alumni in the news, making necessary research notes and drafting correspondence as required
- To create an annual Profile Book of graduating students, supervising temporary staff to assist with this as needed.

### **Systems Development and Process Improvement**

- To work with other teams across LSE to progressively introduce Salesforce and the default system for alumni record-keeping, optimising the development of Salesforce to suit the business needs of the department(s)
- To proactively approach the role and use own initiative to evaluate working practices and procedures where appropriate
- To deal with operational problems or issues which arise
- To identify potential areas of development and improvement for new and existing activities



### **Record-keeping**

- To maintain a database of alumni records (including graduation details, contact details, professional work, interests and types of engagement)
- To update alumni records on a regular basis including at least an annual refresh of data, supervising temporary staff as needed to assist
- To develop a new system for an alumni online directory, aligning with other LSE systems where appropriate, which can be used by alumni for remote networking and professional development
- To act a Secretary for Alumni strategy/committee meetings, including room bookings, catering and minute taking

### **Flexibility**

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

### **Equity, Diversity and Inclusion (EDI)**

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

### **Ethics Code**

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

### **Environmental Sustainability**

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.